November 18, 1942

Dear Lou:

We have the AA's permission to broadcast all basketball games for the coming season. How are the chances for getting a sponsor for the works? That is, for all home games. From all reports the team will be good. Last year these broadcasts were very popular. In one instance there was amid-game rush for tickets due to the radio reports being so interesting that many listeners actually left their rooms and went to the game.

The final schedule has not as yet been released but is due for publication December 1st. We will try to obtain a copy before this date and send it on to you.

I imagine that some hotel or other sponsor may be interested. If you can sound them out on the idea we can perhaps goaround to see them together when I am in.

Remember however, that the same restrictions are placed on these games as on the previous ones. That is, spot time only will be sold.

I hope perhaps to be in this Friday - Saturday for sure. Will drop up then.

Naomie - are you sure you can wait?